

Subject: Navy feedback on downtown SP welcome party

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Hi Elise and Lorena

JW and I were on a call with our primary Navy points of contact this morning and asked for their feedback on which night is better for the downtown welcome party. Commander Perry felt pretty strong about a Wednesday welcome party in order to get the sailors and marines acclimated to the downtown/waterfront areas early-on. He thought that by Thursday or Friday they are already looking at what else to do in the broader LA area. Having a great Welcome Party on Wednesday will give our guests in uniform familiarity and knowledge of what's close by in terms of places to eat, drink and meet people.

They are very cognizant that they need to help us promote this event to the sailors and brought up the idea of giving activity presentations in Ward Room and Chief's Mess on the ships as they are en route to LA.

With this not being a First Thursday week, I think we will collectively need to work hard to promote and ensure a successful downtown party on either night. We discussed how the Fleet Week FB site and other partner sites will be key to getting locals out of area people into town for the party, as well as listing special deals and promos a specific businesses.

I think this is very doable and wanted to get your thoughts.

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